REMARKS

The foregoing amendment and the following arguments are provided generally to impart precision to the claims, by more particularly pointing out the invention, rather than to avoid prior art.

Claims 1-24 are pending in the application. Claims 15-21 are rejected under 35 U.S.C. §101. Claims 1-24 are rejected under 35 U.S.C. §102. The response amends claims 1, 4, 8, 11, and 15-24. Claims 25-28 have been added. No new matter has been added. Reconsideration and withdrawal of the rejections set forth in the Office Action dated June 17, 2008, are respectfully requested in view of the remarks below.

35 U.S.C. § 101 Rejections

Claims 15-21 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter. Claims 15-21 have been amended according to the examiner's suggestion and the applicant respectfully requests that the rejections be withdrawn.

Claims 22-24 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter. Claims 22-24 have been amended to be directed to statutory subject matter and the applicant respectfully requests that the rejections be withdrawn.

35 U.S.C. § 102(b) Rejections

Claims 1-24 are rejected under 35 U.S.C. 102(b) as being anticipated by Oren et al. (PGPUB: US 200210057299).

The alleged Prior Art

Oren et al. describe a method and system for providing the addition of graphic and other information to a web browser's toolbar. The Hotbar Toolbar comprises a plurality of categorized or related links, which are organized under customized, newly and dynamically added toolbar buttons known as hotbuttons. The name and/or content of the hotbuttons change in accordance with various factors, e.g. URL (Abstract).

As described below, the selection of hotbuttons in Oren is determined when a user visits a website (URL), based on the website's content and address. Afterwards, a user can click/choose the hotbutton to see the information linked to the hotbutton. Therefore, the selection and content of the hotbutton is analyzed and assigned to a website when a user initially visits the website (URL), and then clicking the hotbutton just displays the content of the hotbutton assigned to it previously. In contrast, automatically detecting information about a specific merchant/product from the browser/interface in response to a user's request for commercial information via a toolbar (e.g. clicking a button on the toolbar) as in the present application is distinguishable from Oren because the order of detecting/analyzing information related to a website and the user request (e.g. clicking a button) is reversed.

In Oren, Fig. 10 shows a website with hotbuttons labeled "Directories", "Search Engines," "Shopping", "Chat", "Freebies" and "Communities" which are displayed in the browser located at www.yahoo.com. Fig. 11 in Oren shows a website with hotbuttons labeled "Games", "Video Games", "Gambling", "Play Station", "Board Games" and "Toys" which are displayed in the browser located at http://games.yahoo.com.

Oren describes in paragraph [0005] that the choice of hotbuttons changes during the use of the browser as when one navigates from one site to another and the choice of the hotbuttons may be provided in the form of the client computer sending current location URL to the server and receiving therefrom a list of the appropriate hotbuttons to

be displayed on the Hotbar Toolbar. The appearance and/or the contents (e.g. links) of a hotbutton might change as a function of one or more factors, such as the subject of the current web page, the context and/or content of the current web page (including products displayed on the current web page), desired advertisement, demographic information, etc. Notably, Oren teaches receiving a list of appropriate hotbuttons to be displayed on the Toolbar, but does not teach receiving the content of the hotbuttons. Oren merely discloses that the content of the hotbuttons changes as a function of the current web page, but does not specify how this is done.

Also, Oren describes in paragraph [0007] that the selection of hotbuttons changes from Fig. 10 to Fig. 11 because of different addresses and contents. Oren lists in paragraph [0008] the different selections of hotbuttons in Fig. 10 and Fig. 11. Oren describes in paragraph [0010] that the customized browser might associate the URL to a pre-cataloged directory which defined related hotbutton topics; alternatively, or additionally it may analyze the content of the page displayed, and, upon finding certain keywords, identify hotbuttons relevant to those keywords; alternatively, or additionally, the customized browser might analyze the IP address underlying the URL to which the customized browser has been directed, and infer therefrom certain demographic information and/or geographic information and/or other information which it might use in assigning the relevant topics to the hotbuttons. Oren merely teaches receiving a list of appropriate hotbuttons to be displayed on the Toolbar. However, Oren does not teach

Therefore, the selection of hotbuttons in Oren is determined when a user visits a website (URL), based on the website's content and address. Afterwards, a user can click/choose the hotbutton to see the information linked to the hotbutton. Thus, the selection and content of the hotbutton is analyzed and assigned to a website when a user initially visits the website (URL), and then clicking the hotbutton by a user just displays the content of the hotbutton assigned to it previously in Oren. In contrast, automatically detecting information about a specific merchant/product from the

browser/interface in response to a user's request for commercial information via a toolbar (e.g. clicking a button on the toolbar) as in the present application is distinguishable from Oren because the order of detecting/analyzing information related to a website and the user request (e.g. clicking a button) is reversed.

The alleged Prior Art distinguished

Claims 1, 8 and 15:

Claims 1, 8, and 15 are amended to clarify aspects of the claim. The examiner suggested that Oren discloses a method, a system, a computer program, and a computer interface for providing commercial information such as coupon, rebate, price-comparison, or product-review services and information, utilizing a toolbar within a network browser or system interface computing environment, comprising:

a.   Receiving a request for said commercial information via said toolbar. (Fig 10; Fig. 11; Paragraphs [0005], [0007], [0008]; and [0010])

b.   Automatically detecting information about a specific merchant and/or product from within the browser or interface environment. (Fig 10; Fig. 11; Paragraphs [0005], [0007], [0008]; and [0010])

c.   Retrieving relevant stored information about the detected information. (Fig 10; Fig. 11; Paragraphs [0005], [0007], [0008]; and [0010])

d.   Displaying formatted information to the requesting entity. (Fig 10; Fig. 11; Paragraphs [0005], [0007], [0008]; and [0010])

However, as discussed above, Oren teaches that the selection of hotbuttons is determined when a user visits a website (URL), based on the website's content and

address. Afterwards, a user can click/choose the hotbutton to see the information linked to the hotbutton. Thus, the selection and content of the hotbutton is analyzed and assigned to a website when a user initially visits the website (URL), and then clicking the hotbutton by a user results in the display of the content of the hotbutton assigned to it previously. In contrast, automatically detecting information about a specific merchant/product from the browser/interface in response to a user's request for commercial information via a toolbar (e.g. clicking a button on the toolbar), as in the present application, is distinguishable from Oren because the order of detecting/analyzing information related to a website and the user request (e.g. clicking a button) is reversed from that described in Oren.

The language of amended claims 1, 8, and 15 indicate the order by using the phrase "in response to the request". For example, the amended claim 1 includes the following language:

(a) receiving a request for said commercial information via said toolbar;

(b) **in response to the request**, automatically detecting information about a specific merchant and/or product from within the browser or interface environment; ....
(emphasis added)

Oren teaches receiving a list of appropriate hotbuttons to be displayed on the Toolbar, but does not teach receiving the content of the hotbuttons. Oren merely discloses that the content of the hotbuttons changes as a function of the current web page, but does not specify how this is done. No teaching was found of stored information that relates to the content of the hotbuttons. Notably, Oren only discloses the topic of the hotbuttons to be defined by a pre-cataloged directory, but no teaching was found of the content (links) being defined by the pre-cataloged directory. Therefore, Oren does not teach "Retrieving relevant stored information about the detected information".

Furthermore, after careful study of the teachings of Oren, no teaching was found of formatting the contents to be displayed. Oren merely discloses that the appearance and/or contents of a hotbutton might change as a function of one or more factors. However, the appearance relates to the hotbutton itself, not to the contents of that hotbutton. Therefore, Oren does not teach "Displaying formatted information to the requesting entity".

Therefore, the applicant submits that Oren does not anticipate claims 1, 8, and 15 and respectfully requests that those claims are allowed.

Claims 2-7, 9-14 and 16-21:

Claims 2-7, 9-14 and 16-21 depend directly or indirectly from allowable independent claims 1, 8, and 15, respectively. Therefore, the applicant submits that claims 2-7, 9-14 and 16-21 are allowable for at least depending from allowable independent claims and further including additional limitations.

For example, regarding claims 3, 10, and 17, the examiner suggested that Oren discloses a method, a system, and a computer program as recited in claims 1, 8, and 15, further comprising: receiving personal, preference or usage information associated with the requesting entity. (Fig 10; Fig. 11; Paragraphs [0005], [0007], [0008]; and [0010])

However, the quoted parts in Oren do not teach receiving personal, preference or usage information associated with the requesting entity for the toolbar. The quoted parts describe that the selection of hotbuttons is determined when a user visits a website (URL), based on the website's content and address, and then a user can click/choose the hotbutton to see the information linked to the hotbutton, as described above. In Fig. 10, there appears a "Personalize" button for the Yahoo web page.

However, the button is presented in the Yahoo web page for customizing the Yahoo webpage itself, and is not related to personalizing of a particular toolbar that changes according to the content and address of websites when a user visits different websites.

In contrast, it is clear that the personal preference or usage information associated with the requesting entity is received via the toolbar in the amended claims 3, 10, and 17. For example, claim 3, which depends from claim 1, includes the language "receiving personal, preference or usage information associated with the requesting entity". Claim 1 includes the language "receiving a request for said commercial information via said toolbar". Therefore, the information associated with the requesting entity is received via the toolbar.

Therefore, the applicant submits that claims 2-7, 9-14 and 16-21 are allowable for at least depending from allowable independent claims and further including additional limitations.
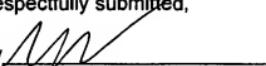
CONCLUSION

In view of the above amendment, applicant believes the pending application is in condition for allowance.

Applicant believes no fee is due with this response. However, if a fee is due, please charge our Deposit Account No. 50-2207, under Order No. 59149-8005.US01 from which the undersigned is authorized to draw.

Dated:

Respectfully submitted,

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